

INVOICE



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

Searcy Denney Scarola Barnhart & Shipley
Attention: Robin Kriberney
2139 Palm Beach Lakes Blvd
West Palm Beach, FL 33409

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
965166-1	11/11/12	November 2012	10/29/12 - 11/05/12

Station	Account Executive	Sales Office	Sales Region
WPBF	WPBF House National	House National	National

Advertiser	Product	Estimate Number
Searcy Denney Scarola Bar	SEARCY DENNEY POLITIC	

Flight Dates	Order #	Alt Order #
10/29/12 - 11/05/12	965166	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/29/12	11/02/12	WPBF News 25 Mornings	6-7AM	MTWTF--	:30	2	\$850.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12	MTWTF--				2	\$850.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	10/29/12	6:22 AM	WPBF News 25 Mornings	6-7AM	:30	TV105X122-12	\$850.00 NM
1	WPBF	W	10/31/12	6:14 AM	WPBF News 25 Mornings	6-7AM	:30	TV105X122-12	\$850.00 NM
2	10/29/12	11/02/12	Good Morning America	7-9AM	MTWTF--	:30	2	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12	MTWTF--				2	\$1,200.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	W	10/31/12	7:29 AM	Good Morning America	7-9AM	:30	TV105X122-12	\$1,200.00 NM
1	WPBF	Th	11/01/12	8:48 AM	Good Morning America	7-9AM	:30	TV105X122-12	\$1,200.00 NM
3	10/29/12	11/02/12	Dr. Oz M-F 9-10a	9-10a	MTWTF--	:30	1	\$500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12	MTWTF--				1	\$500.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/30/12	9:54 AM	Dr. Oz M-F 9-10a	9-10a	:30	TV105X122-12	\$500.00 NM
4	10/29/12	11/02/12	10-11a Anderson Cooper	10-11a	MTWTF--	:30	1	\$500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12	MTWTF--				1	\$500.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	11/02/12	10:23 AM	10-11a Anderson Cooper	10-11a	:30	TV105X122-12	\$500.00 NM
5	10/29/12	11/02/12	WPBF News 25 @ Noon	12pm-1230pm	MTWTF--	:30	2	\$850.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12	MTWTF--				2	\$850.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/30/12	12:28 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	TV105X122-12	\$850.00 NM
2	WPBF	W	10/31/12	12:29 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	TV105X122-12	\$850.00 NM
6	10/29/12	11/02/12	Dr. Oz	4-5p	MTWTF--	:30	2	\$1,300.00	NM
Class of Time - Fixed Non Pre-emptible									

MTWTFSS

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
We warrant that the actual broadcast information shown on this invoice was taken from the program log

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PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
965166-1	11/11/12	November 2012	10/29/12 - 11/05/12
Advertiser		Product	Estimate Number
Searcy Denney Scarola Bar		SEARCY DENNEY POLITIC	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/29/12	11/02/12	Dr. Oz	4-5p	MTWTF--	:30	2	\$1,300.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12			MTWTF--		2	\$1,300.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	W	10/31/12	4:27 PM	Dr. Oz	4-5p	:30	TV105X122-12	\$1,300.00 NM
1	WPBF	Th	11/01/12	4:36 PM	Dr. Oz	4-5p	:30	TV105X122-12	\$1,300.00 NM
7	10/29/12	11/02/12	M-F 5pm News	5-6pm	MTWTF--	:30	2	\$1,200.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12			MTWTF--		2	\$1,200.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/30/12	5:07 PM	M-F 5pm News	5-6pm	:30	TV105X122-12	\$1,200.00 NM
1	WPBF	F	11/02/12	5:39 PM	M-F 5pm News	5-6pm	:30	TV105X122-12	\$1,200.00 NM
8	11/05/12	11/05/12	M-F 5pm News	5-6pm	M-----	:30	1	\$1,200.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	11/05/12	11/11/12			M-----		1	\$1,200.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12	5:27 PM	M-F 5pm News	5-6pm	:30	TV105X122-12	\$1,200.00 NM
9	10/29/12	11/02/12	WPBF News 25 @ 6:00PM	6-6:30PM	MTWTF--	:30	1	\$2,000.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12			MTWTF--		1	\$2,000.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/31/12	6:11 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	TV105X122-12	\$2,000.00 NM
10	11/04/12	11/04/12	Sun 630pm News	630-7pm	-----S	:30	1	\$1,000.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12			-----S		1	\$1,000.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	11/04/12	6:56 PM	Sun 630pm News	630-7pm	:30	TV105X122-12	\$1,000.00 NM
11	10/29/12	11/04/12	M-SUN WPBF News 25 @ 11-11:35PM		MTWTF-S	:30	2	\$1,800.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12			MTWTF-S		2	\$1,800.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	F	11/02/12	11:28 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	TV105X122-12	\$1,800.00 NM
1	WPBF	Su	11/04/12	11:27 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	TV105X122-12	\$1,800.00 NM
12	11/03/12	11/03/12	Sat 8-9am News	Sat 8-9am	-----S-	:30	1	\$700.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12			-----S-		1	\$700.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	11/03/12	8:43 AM	Sat 8-9am News	Sat 8-9am	:30	TV105X122-12	\$700.00 NM
13	11/04/12	11/04/12	Sun 6-7am News	Sun 6-7am	-----S	:30	1	\$300.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12			-----S		1	\$300.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	11/04/12	6:13 AM	Sun 6-7am News	Sun 6-7am	:30	TV105X122-12	\$300.00 NM
14	11/04/12	11/04/12	Chris Matthews	Sun 10-10:30AM	-----S	:30	1	\$400.00	NM
	Class of Time - Pre-emptible with notice								



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Advertiser	Product	Estimate Number
Searcy Denney Scarola Bar	SEARCY DENNEY POLITIC	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	11/04/12	11/04/12	Chris Matthews	Sun 10-10:30AM	-----S	:30	1	\$400.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	11/04/12	10:29 AM	Chris Matthews	Sun 10-10:30AM	:30	TV105X122-12	\$400.00 NM
Total Spots							20		

Payment Terms 30 Days

<u>Gross Total</u>	\$21,000.00
<u>Agency Commission</u>	\$3,150.00
<u>Net Amount Due</u>	\$17,850.00